

Main Line Expo

780 Fifth Avenue, Suite 160, King of Prussia, PA 19406
(P) 610-265-6200 (F) 610-265-4606

Email — Dawn@mainlineexpo.com



AMERICAN TELUGU ASSOCIATION JULY 3 – 5, 2014

Dear Exhibitors,

Main Line Expo is proud to be the official service contractor for the **American Telugu Association**. This year's event will be held at the **Pennsylvania Convention Center, Halls A, B & C**. We know that your participation in this event is an important part of your company's marketing plan and will strive to provide a rewarding and enjoyable experience for you.

Included in your kit are all the necessary forms for ordering any additional equipment or services outside of what is provided by American Telugu Association. Please review this information carefully. If ordering, complete any forms needed and return by fax or e-mail to our office at your earliest convenience. All orders must be accompanied by payment. **ONLY RETURN THOSE FORMS THAT PERTAIN TO ITEMS ORDERING.** It is not necessary to return any paperwork not directly related to your order.

Feel free to contact this office with any questions regarding labor, furniture, signs, cleaning, shipping and storage at 610-265-6200, fax 610-265-4606 or e-mail dawn@mainlineexpo.com.

We look forward to working with you.

Sincerely,

Patti Gallagher

Patti Gallagher, President

Main Line Expo

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BOOTH, FURNITURE, ACCESSORIES AND CARPET ORDER FORM

The Booth package will consist of a 10' x 10' Booth constructed of Pipe and Drape, 1 – 6' skirted table, 2 chairs, booth sign and trash can. Rental includes delivery to booth, use during event **and** removal at shows end. Your booth does NOT come with carpet.

ADVANCE PRICING APPLIES ONLY TO ORDERS RECEIVED BY June 20, 2014

<u>Quantity</u>	<u>Item</u>	<u>Advance Price</u>	<u>Regular Price</u>	<u>Total</u>
_____	Samsonite Chairs	12.00	15.00	_____
_____	Directors Chairs	55.00	65.00	_____
_____	4' x 30"H Wood Table - undraped	30.00	35.00	_____
_____	6' x 30"H Wood Table - undraped	35.00	40.00	_____
_____	8' x 30"H Wood Table - undraped	40.00	45.00	_____
_____	2 – 6" x 4'wide Step Risers - undraped	25.00	30.00	_____
_____	4' x 30"H Draped Table (draped on 3 sides)	85.00	100.00	_____
_____	6' x 30"H Draped Table (draped on 3 sides)	90.00	105.00	_____
_____	8' x 30"H Draped Table (draped on 3 sides)	95.00	105.00	_____
_____	2 – 6" x 4' wide Step Draped Riser (draped/ 3 sides)	45.00	50.00	_____
_____	Extensions to make all tables listed above 42"H	15.00	20.00	_____
_____	30" Round table w/Cover 30"H	75.00	90.00	_____
_____	Wastebasket w/liner	20.00	25.00	_____
_____	Tripod Easel	25.00	30.00	_____
_____	Foamcore Pegboard 4'x6' or 4' x 8'	85.00	95.00	_____
_____	Horizontal ____ or Vertical ____			
_____	2' W x 6' H Stainless Steel Grid to hang artwork	35.00	40.00	_____
_____	6' x 10' Pop Up display	650.00	675.00	_____
_____	Ft. of 6' Drape (6' Min)	8.00	10.00	_____
_____	Ft. of 3' Drape (6' Min)	6.00	8.00	_____
_____	10' x 10' Carpet	100.00	120.00	_____
_____	10' x 20' Carpet	180.00	240.00	_____
_____	Carpet Padding (Per SF)	.50	.55	_____

Circle Color: Red Royal Blue Grey Burgundy Black

TOTAL: _____

All orders must be accompanied by payment. Orders received after June 20, 2014 will be at regular price. Faxed orders with credit card authorization are accepted. Main Line Expo accepts check, MasterCard, Visa, and American Express. There is 2% administrative fee for use of all credit cards. Cash is accepted only on site. **We cannot accept telephone orders.**

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Shipping and Handling Instructions

The PA Convention Center will **NOT** accept any advance shipments. Show site shipments will be accepted by Main Line Expo beginning July 2nd at 8 AM. Shipments received at the same time from different destinations are considered separate shipments. Also, shipments received at different times from destinations are considered separate shipments. Billing is based on inbound weights. Handling charged for material shipped to the booth will be the responsibility of the exhibiting company.

PLEASE NOTE: IF SHIPPING INTERNATIONALLY, PLEASE BE SURE TO USE A SERVICE SUCH AS DHL, FEDEX OR UPS AS THESE ARE THE MOST REPUTABLE SHIPPERS AND HAVE THE ABILITY TO TRACK (LOCATE) YOUR PACKAGES AT ALL STAGES OF THE SHIPPING PROCESS.

Shipments consigned to the warehouse must arrive **no later** than June 24, 2014. Shipments consigned to the show site should be scheduled to arrive on July 2nd beginning @ 8 AM. – **NO SOONER**

FREIGHT HANDLING CHARGE PER HUNDRED WEIGHT (CWT)

Advance \$90.00

Show site \$80.00

There is a 9.50/cwt surcharge for special materials uncrated, without paperwork or not labeled properly with booth number.

1. **LATE ARRIVING FREIGHT:** Shipments of freight arriving after the Advance receiving cut off date will be charged an additional \$10.00 fee per cwt for late delivery.
2. **All drayage charges must be paid in advance.**
3. **SPECIAL HANDLING:** A 50% charge will be added for handling of uncrated or loose display materials or improperly labeled materials.

Please label your exhibit materials as shown below:

Advanced Shipping→Warehouse Address

American Telugu Association
YOUR Company Name & Booth #
Main Line Expo
780 Fifth Avenue, Suite 160
King of Prussia, PA 19406
(610) 265-6200

Direct Shipping→Exhibit Site Address

American Telugu Association
YOUR Company Name & Booth
c/o Main Line Expo
PA Convention Center
1101 Arch Street, Halls A, B & C
Philadelphia, PA 19107

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If you are bringing your freight in a personally owned vehicle (and not a commercial vehicle), there will be a separate section on the loading dock where you can unload your freight, without the use of union labor. Vehicles may not be larger than a family-sized van to be eligible for this. However, labor will be available for a fee of \$75.00 roundtrip to unload your vehicle and get to your booth and return. If you arrive in a commercial vehicle, you MUST pay the above standard fees. This is a set procedure at the convention center and cannot be avoided.

Freight Form

SHOW NAME: AMERICAN TELUGU ASSOCIATION, JULY 3 – 5, 2014

Exhibitor Name: _____

Exhibitor Address: _____

City _____ State _____ ZIP _____

Phone # _____

Ordered by _____

Please Print Name _____

PLEASE REMEMBER TO INSURE YOUR EXHIBIT MATERIALS. MAIN LINE EXPO IS NOT RESPONSIBLE FOR LOST OR STOLEN MATERIALS. MINIMUM SHIPMENT HANDLING CHARGE IS \$90.00 ONE WAY PLUS 8% TAX.

Shipment Weight: _____ @ _____ per 100 lbs.

Number of Cartons/Pieces _____

Total Shipment (Transfer to Recap Page) \$ _____

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Labor Order Form

Main Line Expo can set up and take down your pop-up display or booth and you do not have to be present when we do the set up or take down. The charges are as follows:

Labor Rates:	Straight Time	\$120.00 per hour
	Over Time	\$150.00 per hour
	Double Time	\$220.00 per hour

Please make sure that there are detailed instructions included in your display booth case.

Main Line Expo is not responsible for loss, theft, or damage to any display installed or dismantled under our supervision. Labor and services ordered on behalf of exhibitors by display builders or other third parties must be so authorized in a letter from the exhibitor. Payment of all labor services will be the responsibility of the exhibitor.

Labor Needed: _____ YES _____ NO

Set Up Date/Time Needed: _____

Take Down Date/Time Needed: _____

CUSTOM EXHIBIT SERVICES: 30% of total labor cost- OR
SUPERVISION RATES: \$50.00 minimum - installation and/or dismantle supervision

Please forward detailed instructions, blue prints, and /or photographs. **A credit card is required with all labor orders.** **IT IS NOT NECESSARY TO ORDER LABOR FOR UNLOADING FREIGHT.** Main line Expo's minimum charge for labor is one (1) hour per person; thereafter one-half hour increments will be charged.

FORKLIFT: \$35.00 per hour plus operator's time - (forklift to 5,000 lbs.)
Forklifts are available for rigging work within the booth area.

Forklift Needed: _____ YES _____ NO

Set Up Date/Time Needed: _____

Take Down Date/Time Needed: _____

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JULY 3 – 5, 2014

SPECIAL CLEANING

Daily cleaning services provided in the exhibit hall include general cleaning of the aisles. If needed, please complete this section. Charges are based on total square footage of the booth space.

INDICATE SERVICE AND DAYS REQUIRED

Booth Cleaning Service

(Booth dimensions times days required times price = total)

Example: 10'x 10' = x number of show days = ? x Rate

Type of Cleaning Service	# of Days Required	Price per Square Foot	Total
Carpet Vacuuming	Opening Day Only	\$.30	
	Daily	\$.27	

Porter Service

Porter service is a consideration when you occasionally need to have waste removed from the booth during show hours. These rates are changed based on show hours. **A four-hour minimum is charged per day per person.**

Time	Rate (per hour)	Days & Time Service Required	Total
Weekdays 8 am-4:30pm	\$37.00 per hour		
Weekdays (before 8 am after 4:30pm	\$52.00 per hour		
Saturday, Sunday & Holidays	\$72.00 per hour		

Total \$ _____

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AMERICAN TELUGU ASSOCIATION

JULY 3 – 5, 2014

Furniture, Accessories, and Carpet Order Form	Pg 2	_____
Freight (Drayage)	Pg 4	_____
Labor Order Form	CWT	_____ Pg 5 _____
Total		_____

CANCELLATION POLICY:

- Orders cancelled prior to decorator move-in are subject to a 50% cancellation charge.
- Orders cancelled after decorator move-in begins are subject to a 100% cancellation charge.
- On-site orders and received after the deadline are subject to availability.

DISCOUNT PRICING: To receive the discounted price, order must be received in our office with full payment no later than the specified deadline.

STANDARD PRICING: After the **June 20, 2014** deadline, orders will be processed at the regular price. Full payment must accompany the order.

COMPANY _____ BOOTH# _____

ADDRESS _____

CONTACT/ORDERED BY: _____ TELEPHONE: _____

Total Charged to Card \$ _____

Please Check: _____ Amex _____ Visa _____ MasterCard (**2% service charge for all credit card payments**)

CARDHOLDER'S NAME: _____

Acct #: _____ Exp _____ / _____

Billing Address: _____

Billing Address Zip Code: _____ E-Mail Address: _____

Authorized Signature: _____

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LIMITATIONS OF MAIN LINE EXPO LIABILITY & RESPONSIBILITY

The consignment or delivery of a shipment to Main Line Expo by an exhibitor, or by any shipper on behalf of an exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth below.

Main Line Expo shall not be responsible for damage to uncrated material, materials improperly packed or for any concealed damage.

Main Line Expo shall not be responsible for loss, theft, or disappearance of exhibitor's material after they have been delivered to exhibitor's booth.

Main Line Expo shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show. Bills of lading covering outgoing shipments that are furnished by Main Line Expo to exhibitors will be checked at the actual time of pick up from the booth and corrections will be made where discrepancies occur. The exhibitor must return the completed bill of lading to the Main Line Expo Service Desk.

Main Line Expo shall not be responsible for any loss, damage, or delay to due to fire, acts of God, strikes, lockout, or work stoppages of any kind, or any other cause beyond its control.

Main Line Expo's liability shall be limited to physical loss or damage to the specific article that is lost, or damaged. In any event, Main Line Expo's maximum liability shall be limited to \$.30 per pound per article, with a maximum liability of \$50.00 per item and \$1,000.00 per shipment.

Main Line Expo shall not be liable to any extend whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibit's material which makes it impossible or impractical to exhibit same.

Relative to shipments consigned to the warehouse. Main Line Expo shall exercise ordinary diligence and care in the receiving, handling, and storage of such shipments. Main Line Expo shall not be liable for loss or damage by fire, acts of God, or causes beyond its control. In any case, Main Line Expo's maximum liability shall be limited to \$.30 per pound per article, with a maximum liability of \$50.00 per item and \$1,000.00 per shipment, while these goods are in its warehouse or in vehicles for delivery to the show site.

INSURANCE: It is suggested that you arrange for an "all risk" Insurance coverage. Adding "Riders" to existing policies, often at no extra cost can usually do this.

Empty container labels will be available at the service desk. Affixing these labels is the sole responsibility of the exhibitor or your representative. All previous labels should be removed or obliterated. Main Line Expo assumes no responsibility for errors to the aforementioned procedure, or for the removal of containers with old empty labels, or those without Main Line Expo labels or for improper information one empty labels, or for valuables stored in a container labeled empty.

It is the responsibility of the exhibitor to contract their designated carriers.

In order to ensure the removal of materials by the facility's designated time, Main Line Expo shall have the authority, without further clearance from exhibitors to change designated carriers.

Freight handling charges are the responsibility of the exhibitor to whom shipments have been consigned. Also, changes for loading out freight shipments are the responsibility of the exhibitor from whom booth shipments are made. Exhibitors may not assign this responsibility to suppliers or customers.

Exhibitor agrees, that in the event of a dispute with Main Line Expo relative to any loss or damage to Exhibitor's material or equipment. Exhibitor will not withhold payment of any amount due to Main Line Expo for drayage or other services provided by Main Line Expo, as an offset against the amount of the alleged loss of damage. Instead Exhibitor agrees to pay Main Line Expo by

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show closing for all charges incurred and further agrees that any claim against Main Line Expo shall be pursued independently as a complete separate transaction to be resolved on its own merit.

Limits of Liability and Responsibility

1. Main Line Expo Services and its subcontractors shall not be held responsible for loss, delay, or damage due to strikes, lockouts, or work stoppages of any kind.
2. Main Line Expo Services and its subcontractors shall not be held responsible for loss, injury or damage caused by trades people or equipment furnished by Main Line Expo or its subcontractors; except when such trades people are working or operating equipment under the direct supervision of a supervisor designated by Main Line Expo or its subcontractors
3. Main Line Expo and its subcontractors shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or damage to an exhibitor's material or exhibitor personnel, which may make it impossible or impractical to exhibit exhibitor's materials.
4. Claims for loss, injury or damage which are not submitted to Main Line Expo within thirty (30) days of the close of the show on which the loss, injury or damage occurred shall be considered waived. No suit or action shall be brought against Main Line Expo or its subcontractors more than one year after the accrual of the cause of action thereof.
5. The placing of an order for the services of trades people and the use of our equipment by an exhibitor or any agent of the exhibitor shall be construed as acceptance by such exhibitor or agent of the terms and conditions set forth in Paragraphs 1 through 4 above.

Be sure your liability insurance is in effect at the exhibit site. Main Line Expo suggests you arrange all risk coverage, which can usually be done by "riders" to existing policies. Contact your insurance representatives.



Showcase Order Form

Show Name: American Telugu Association
 Location: PA Convention Center - Hall B
 Decorator: Main Line Expo

Vendor Name: _____ Booth #: _____
 Telephone #: _____ Cell #: _____

KINDLY FILL OUT THE BACK OF THIS ORDER FORM WITH EXHIBITOR INFORMATION.

SHOWCASE TYPE QUANTITY			ADVANCE PRICE EACH	TOTAL
	SIZE	Qty		
Tower TCS 2020 w/MR16			\$ 450.00	
Tower TCS 1639 w/MR16			\$ 450.00	
Tower TCS 1651 w/MR16			\$ 450.00	
Circle one: LED, Diamond or Halogen light options			\$ 450.00	
T-85 Quarter Vision 4' Only	20" x 30" x 72"		\$ 450.00	
2020 Museum	20" x 20" x 72"		\$ 450.00	
Circle one: LED, Diamond or Halogen light options			\$ 450.00	
Premium Full Vision			\$ 450.00	
Premium Half Vision			\$ 450.00	
Premium Quarter Vision			\$ 450.00	
Premium Corner Case - 36" Sq. Premium	Quarter Vision		\$ 450.00	
2020 Tower	20" x 20" x 80"		\$ 450.00	
Elite Full Vision			\$ 450.00	
Elite Half Vision			\$ 450.00	
Elite Quarter Vision			\$ 450.00	
Elite Corner Case -39" Sq.	Full Vision		\$ 450.00	
Elite Corner Case -39" Sq.	Half Vision		\$ 450.00	
Elite Corner Case -39" Sq.	Quarter Vision		\$ 450.00	
Elite 2020 Tower	20" x 20" x 80"		\$ 450.00	
Classic Half Vision			\$ 450.00	
Classic Quarter Vision			\$ 450.00	
Classic Corner Case -34" Sq.	Half Vision		\$ 450.00	
Classic Corner Case-34" Sq. Classic	Quarter Vision		\$ 450.00	
2020 Tower	20" x 20" x 80"		\$ 450.00	
Standard Full Vision			\$ 450.00	
Standard Half Vision			\$ 450.00	
Standard Quarter Vision			\$ 450.00	
Standard Corner Case-34" Sq.	Half Vision		\$ 450.00	
Credenzas - Black w/ Lock	38" H x 20" D x 48" L		\$ 450.00	
Standard 2020 Tower	20" x 20" x 80"		\$ 450.00	
Standard Wall Case			\$ 450.00	
Standard See-thru Case			\$ 450.00	
Risers Matching Cases	Total Needed		\$ 70.00	

Choose Standard Case Color Below

Standard cases, wall cases and see through cases are available in walnut exterior with

almond interior, in all white, all black or black exterior with white interior. Quantities are limited. Please order early.
 Thank you.

SUBTOTAL

Delivery**

8% Sales Tax

Total

\$ 75.00

* Orders will not be processed if full payment is not enclosed.

* Payment must be made for U.S. Currency drawn on a U.S. bank.

** Delivery Fee Includes in booth set up

Equipment Supplied by:

Atlantic Rentals

Website: www.atlanticshowcases.com



Show Name: American Telugu Association

Show Dates: July 3 - 5, 2014

Location: PA Convention Center - Hall B

Decorator: Main Line Expo

American Express/MasterCard/Visa/Discover Payment Information

Vendor Name _____

Vendor Address: _____

City / State / ZIP: _____

Phone #: _____ Fax #: _____

Email Address: _____

Credit Card Acct #: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

Billing Address: _____

Total to be Charged: _____ US Dollars ONLY

Condition of Rental

This agreement has to be signed by authorized cardholder.

Cardholder acknowledges receipt of goods and/or services in the amount of the Total shown hereon and agrees to perform the obligation set forth in the Cardholder's agreement with issuer.

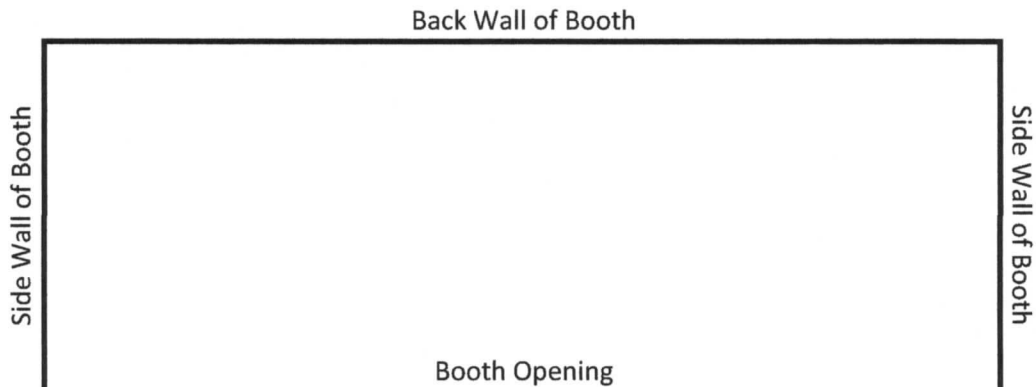
Authorized Signature: _____

NOTE: Orders cancelled within 48 hours of decorator set up are subject to a 100% cancellation charge

When placing order please return ALL 3 pages of the order form!

**ALL ORDERS MUST BE PLACED AHEAD OF TIME
NO ONSITE ORDERS WILL BE TAKEN**

Placement of Showcases



Cases are rented for display purposes only and we do not warranty the safety thereof. We are not liable for contents, damages or breakage after cases have been delivered.

E-Mail or Fax Order to:

Main Line Expo * 780 Fifth Avenue, Suite 160 * King of Prussia, PA 19406

Phone: 610-265-6200 * Fax 610-265-4606

Email: dawn@mainline.com

Equipment Supplied by:

Atlantic Rentals * 830-B OldCorlies Avenue * Neptune, NJ 07753

Phone: 732-922-8958 * Fax 732-922-8951